

Docket Item #18
BAR CASE# 2005-0031

BAR Meeting
March 2, 2005

ISSUE: Signs

APPLICANT: SJM Properties

LOCATION: 600 South Washington Street

ZONE: CL Commercial

STAFF RECOMMENDATION:

Staff recommends deferral of the application for restudy.

I. ISSUE:

The applicant is requesting approval of a Certificate of Appropriateness for signs for the business SJM Properties, located at 600 South Washington Street. The applicant is proposing two MDO wall signs reading “SJM Properties, Real Estate Co. with Korean lettering. The signs have a green background with white lettering. One wall sign, located above the bay window on the Washington Street elevation, measures 7' in length by 2.2' in height. The second sign, located to the east of the bay window on the Gibbon Street elevation, measures 11' in length by 3' in height.

II. HISTORY:

The two story frame building at 600 South Washington Street was probably constructed before 1877.

In 1995, the Board approved a sign for “Young’s Beauty” salon (BAR Case #95-0171, 11/16/95). In 1998, the Board approved the existing signs for “InVision Salon” (BAR Case #98-0153 10/7/98). In 1999, the Board approved two new signs for “Young’s Beauty” salon (BAR Case #98-0228, 4/7/99).

III. ANALYSIS:

According to the applicant, the building frontage on South Washington Street is 20' and the frontage on Gibbon Street is approximately 42'. The proposed signs coupled with the existing signs for the first floor tenant comply with zoning ordinance requirements.

The *Design Guidelines* recommend generally only one sign per business is appropriate (Signs - page 3). However, in the case of corner buildings, the Board consistently approves one sign on each elevation. In addition, the Board has previously approved multiple signs for the tenants of this building.

The Boards are particularly concerned with the maintenance of the memorial character of the George Washington Memorial Parkway which passes through Alexandria as Washington Street. Therefore requests for certificates of appropriateness for signs on Washington Street must be compatible with the memorial nature of the Parkway. The proposed signs comply with the 1929 agreement with the National Park Service that no freestanding signs be permitted on the Parkway.

Staff does however have concerns with the size and locations of the proposed signs. Staff believes that the proposed signs should be coordinated with the existing signs for “InVision Salon” to prevent a jumbled appearance. Staff also believes that the signs are overly large for a second floor business.

IV. STAFF RECOMMENDATION:

Therefore, Staff recommends deferral of the application for restudy.

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F- finding

Code Enforcement:

C-1 A building permit is required for the proposed signage.

Office of Historic Alexandria:

“No comment”